TOWER THEATER DESIGNED TO TYPIFY CINEMA IDEALS

With its decorative motif carried out in the spirit of the French Renaissance, the new Tower Theater, which will open on the 12th inst., with "The Gingham Girl," new F.B.O. release, will be one of the foremost of small picture houses. It is said. Although it rises its spire in the heart of the downtown business section, Eighth and Broadway, it has a seating capacity of less than 1000 and will cater to those who like to take their movies straight, minus all vaudeville extras. It has been built by A. L. Gumbliner, Chicago theater man, a newcomer to the Los Angeles field. Above is a sketch of the interior by Wilt Artist, A. L. Ewing.

NEW BROADWAY THEATER IS FOR MOTION PICTURES ONLY

Motion-picture theaters should be motion-picture theaters. Not vaudeville houses. Not yet palatial palaces with great yawning orchestra pits and spacious auditoriums containing hundreds upon hundreds of seats to be filled only by "colossal" entertainment programs.

They should be just what the name, favorite pictures without sub-
"motion-picture theater" signifies, where movie fans can go to see their favorites in comfortable, well-equipped theaters. It should be a picture theater, where movie fans can go to see their favorite pictures without being subject to added distractions in the way of vaudeville, singing, dancing or long concert programs.

That's the theory of A. L. Gumbliner, veteran in the motion-picture-theater game, but a newcomer to the Los Angeles field, and on this basis he had designed and built the new Tower Theater, whose spire rises into the air at Eighth and Broadway, Los Angeles.

All comforts! It's a miniature theater designed to typify cinema ideals.

The Tower Theater is in the heart of the downtown business district. It has a seating capacity of less than 1000, but its interior is quite comfortable. It has been built by A. L. Gumbliner, a Chicago theater man, who has come to Los Angeles to build and operate a motion-picture theater.

Gumbliner says he has spent about $100,000 on the building. "For pictures and people who like pictures," he says, "I have built this theater to provide the best possible entertainment."

The new theater is to open on Wednesday with "The Gingham Girl," a new F.B.O. picture.

The decorative motif of the theater is French Renaissance and the theater has a seating capacity of less than 1000, but it will cater to those who like to take their movies straight, minus all vaudeville extras. It has been built by A. L. Gumbliner, Chicago theater man, a newcomer to the Los Angeles field. Above is a sketch of the interior by Wilt Artist, A. L. Ewing.

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